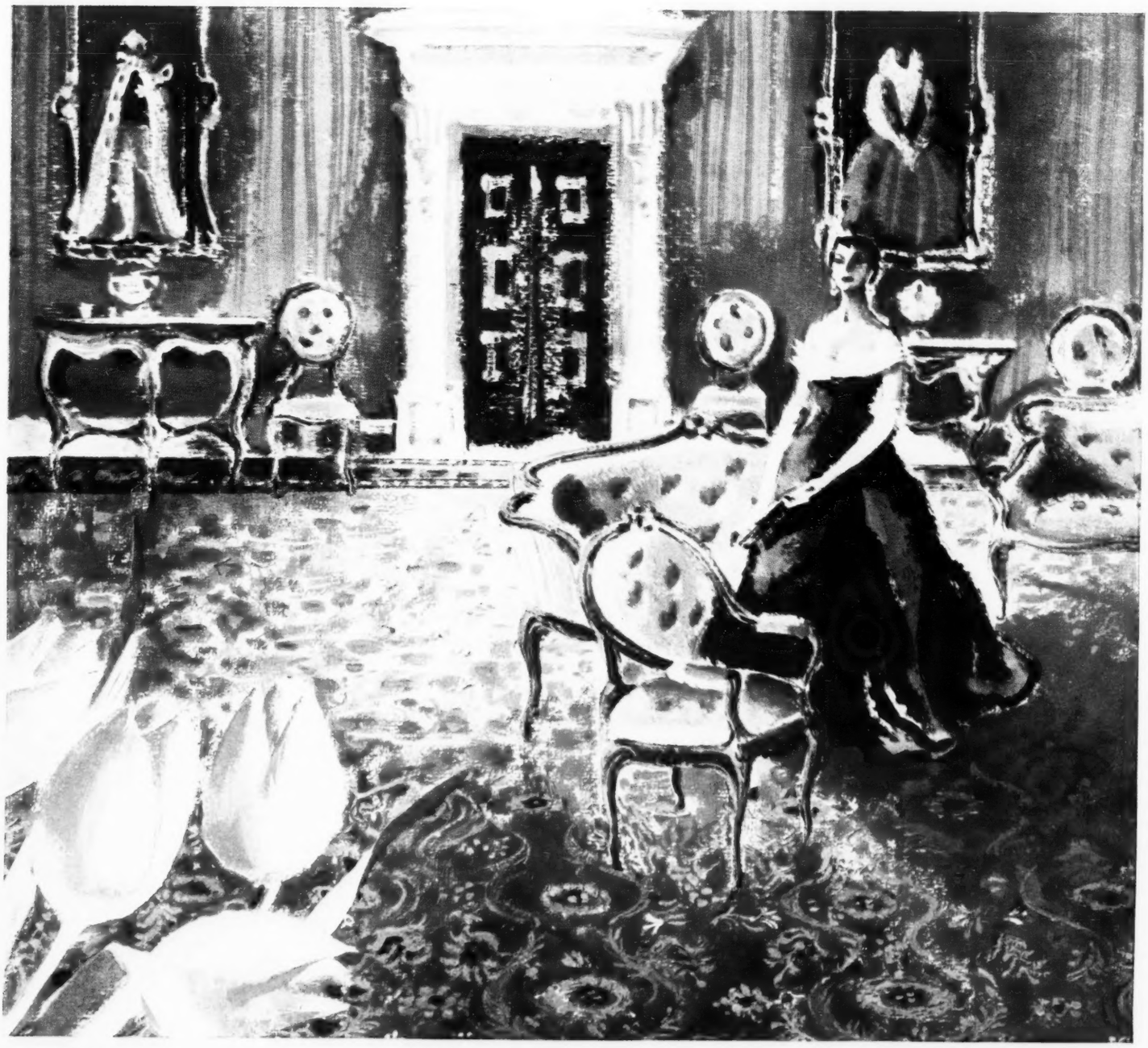
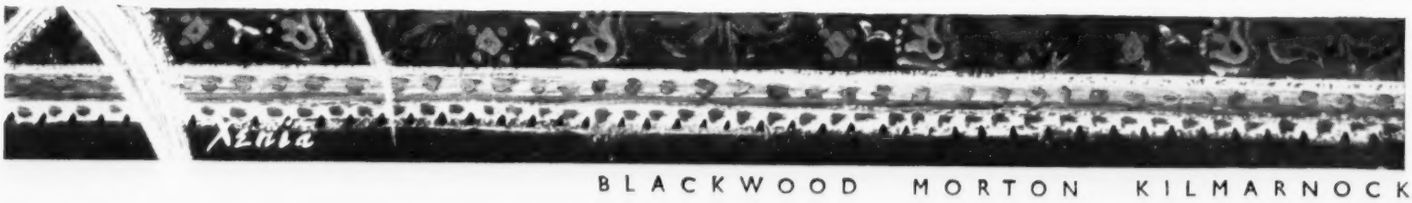
The lustre and loveliness of any room are set off by the beauty of the BMK carpet which it contains. These BMK carpets are not only a delight to the eye—they are also guaranteed mothproof and of all-wool pile.



BMK

Guaranteed Mothproof *Carpets and Rugs*



BLACKWOOD MORTON KILMARNOCK

Inn-Sign Rhymes
THE DOG
The dog, whose master's normal gait
is little more than crawling,
can only just keep up with him,
when Double Diamond's calling
A DOUBLE DIAMOND works wonders

An example of the Dowsett Standard Building

DOWSETT

AIRY

Light and airy but fully insulated with hollow floors and walls and ample air space over ceilings

FAIRY

A fairy story of not long ago :

Office block covering 13,000 super feet—commencement of erection to occupation—12 weeks
Except for doors there is no external woodwork and except for the window frames, no exposed steelwork
The whole building, including roof, is precision made self-coloured pre-stressed and precast concrete

DOW-MAC (PRODUCTS) LTD

Manufacturers, designers, and patentees of normally reinforced and PRESTRESSED PRECAST CONCRETE using the Dow-Mac Patented Process in the largest, up-to-date production facilities of their type in the world.

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Inventions in Guinness Time...1885

THE HORSELESS CARRIAGE

Four headlong miles an hour at least
I hurtle on my way,
My horn entrances man and beast
With its melodious bray.

In vain the peeler's outraged cry,
In vain the Bench's frown;
I only stop when I've boiled dry
Or when I've broken down.

I don't mind these, though I admit
My steed is far from trusty.
There's Guinness in my break-down kit,
So Life is not so dusty.

Guinness is good for you

"Why can't they travel by train, like Nature intended?"

Copies of this page may be obtained from Arthur Guinness, Son & Co. (Park Royal) Ltd., Advertising Dept., London, N.W.10

G.E.2570

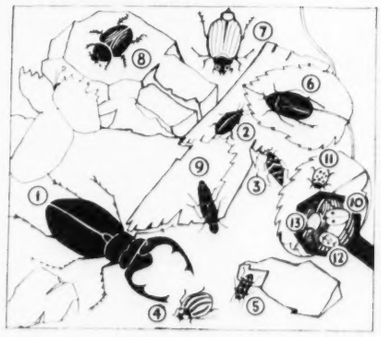
Shell Nature Studies 15 BEETLES

PAINTED BY TRISTRAM HILLIER

In Britain there are more than 3,600 kinds of beetle. One of the largest is the STAG BEETLE (1) of southern England. Only the male has the antler. Among the prettiest are the RED-HEADED CARDINAL (2), which delights in sunshine (like an allied Cardinal with a black head to his scarlet body); the WASP BEETLE (3); the CORN CHRYSOLINE (4), a rare beetle of North Wales; the GREEN TIGER (5); and the ROSE CHAFER (6), which feeds poetically on rose petals.

The Rose Chafer's less attractive cousins include the destructive COCKCHAFER (7), and the sturdy, inch-long DUMBLE-DOR or LOUSY WATCHMAN (8), which goes humming through the autumn dusk in search of cowpats. This is the beetle of Gray's *Elegy*. Grim and smelly, but another welcome scavenger, is the DEVIL'S COACH-HORSE (9), which twists its tail over its back when provoked.

Ladybirds (i.e. birds of Our Lady) are delightfully vivid on leaf and stem, where they feed usefully on aphids. Everybody knows the TWO-SPOT LADYBIRD (10) and the SEVEN-SPOT-LADYBIRD (11). Those with black markings on yellow wing-cases, such as the FOURTEEN-SPOT LADYBIRD (12) and the TWENTY-TWO-SPOT LADYBIRD (13), are less common.



Shell's monthly guide to wild flowers, which gave so many people pleasure, is published in book form by Phœnix House Ltd., 38 William IV St., W.C.2, at 6/6 plus 4d. postage.

You can be sure of SHELL WITH ICA *The Key to the Countryside*

Punishing blow for Goodyear Tubeless as stunt car leaps from one ramp and crashes down on another (close-up above). The tyres, standard production from the Goodyear factory, lost no pressure and held fast every time.

NO TROUBLE FROM GOODYEAR TUBELESS DURING 20 STUNT-DRIVING SHOWS

Experienced motorists who saw the daring car stunts during the recent U.K. tour of the Hollywood Motor Rodeo unanimously agreed that they were the most convincing demonstrations of tyre reliability they had ever seen.

This rodeo certainly proved once again that you can rely on Goodyear Tubeless Tyres — used on the stunt cars. The co-proprietor of the show, Earl Newberry, was so impressed that he wrote to Goodyear at Wolverhampton, where the tyres were made " . . . I must say that at no time even doing shows under most trying conditions did we have even one tyre failure. We have never experienced as good a record as this in twenty shows before and I can say nothing but praise for the new Goodyear Tubeless Tyres."

Motorists can enjoy the advantages of Goodyear Tubeless now — a new standard of safe, trouble-free motoring and the greatest ever puncture and burst protection.

Fit these longer-lasting tyres singly, in pairs, or full sets on all wheels (except wire) of 16″ diameter and under. And remember, a Goodyear Tubeless costs no more than an ordinary tyre and tube.

GOODYEAR TUBELESS TYRES

Tremendous interest, with many postcards, was caused by our descriptions of SCHWEPPSHIRE and SCHWEPPSYLVANIA, which showed respectively England and the United States, only more so. In response to many requests to demonstrate the more so of Europe, we offer you this New Approach to an Old Continent

There are conventional guide books to this region: but appearances are disschwepptive. There have been vast inroads, huge metamorphoses, and lots of bits altered. Almost imperschwepptibly the new is grafted onto the old.

While, of course, we try to be tremendously light in tone, our deeper aim is to instruct, to show you each country in perschwepptive—the art of Florence and Etruria preserved for the laurel-wreathed bicyclist and the heroes of the carburettor, the bold watch-makers of the Alpine Swiss, the left-bank inconsequence of French civil servants and family men, the patriotism, and pride in their historical heritage, of Greek absentee men of Big Business.

More simply, we hope to show you how, beneath the familiar characteristics individual to individual nations, is an underlying similarity, complementary yet necessarily counter, an equally deep-rooted conjunction of contrasted identities, linked by a sameness of opposites.

Written by Stephen Potter, designed by George Him.

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will tell you more than a thousand words

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